

Quorum was not met during this meeting, so these Minutes have not been approved by the committee, but have been acknowledged by the committee as a record of what took place.



COMMUNICATIONS COMMITTEE

Virtual Committee Meeting #3

December 16, 2022 11:00 AM EST

MINUTES

Members Present

Jessica Mangler
Thursten Simonsen
Devin Abellon, BOD Ex-Officio

Members Absent

Anuj Gupta
Nikolaos Giannitsanos
Daniel Bourque
Kinga Hydras
Eleazar Rivera
Niss Feiner

Guests

Tom Pollard, Region II

Staff

Joslyn Ratcliff
Kate Elliott
Ally Jordan

ACTION ITEMS

CC1_12-16 – Ms. Ratcliff to reply to Ms. Abrams email to let her know currently the Communications Committee does not have any decarbonization efforts underway.

CC2_12-16 – Ms. Ratcliff to work with Ms. Jordan and Ms. Elliott to send survey.

INFORMATION ITEMS

1. Ms. Mangler called the meeting to order at 11:05 AM EDT and read the ASHRAE Code of Ethics Commitment.
2. Roll call was taken and quorum was not met with two members present.
3. Approval of the September 16th virtual meeting minutes was deferred until the committee's next meeting in February.
4. The agenda was reviewed, and no changes were made.
5. Ms. Mangler provided a chair's report.
Nothing notable, thanks to everyone who attended, looking forward to Atlanta. Joslyn to ask who might be a virtual attendee.

6. Mr. Gupta was not on the call, but provided a report via email, which Ms. Ratcliff provided.
 - PAOE does not have any notable new items pertaining to the Communications Committee
 - Mr. Gupta is working with a subcommittee of Members Council regarding their MBO #6 regarding decarbonization efforts. Currently the Communications Committee does not have any decarbonization efforts underway.

CC1_12-16 – Ms. Ratcliff to reply to Ms. Abrams email to let her know currently the Communications Committee does not have any decarbonization efforts underway.

7. The 2022-2023 MBOs involving the members on the call were reviewed. Status, assignments, and next steps for each can be seen in the 2022-2023 MBOs document. **Attachment A: 2022-2023 MBOs .**

CC2_12-16 – Ms. Ratcliff to work with Ms. Jordan and Ms. Elliott to send survey.

8. New business items were deferred until the next committee meeting.

9. Upcoming Meetings:

February 4, 2023 | In-person meeting in Atlanta, GA and In-person Office Hour

March 10, 2023 | Virtual Focused Meeting

April 14, 2023 | Virtual Committee Meeting

May 12, 2023 | Virtual Focused Meeting

June 24, 2023 | In-person meeting in Tampa, FL

10. Ms. Mangler adjourned the meeting at 11:24 AM EDT.

ASHRAE Communications Committee

MBOs for Society Year 2022-2023

Chair: Jessica Mangler Date: 2022-06-19

Last Revised: December 16, 2022

MBO #	Objective	Notes / Suggestions	Fiscal Impact	Responsibility	Status
1	In alignment with ASHRAE's Strategic Plan & Initiative #3 (Organizational Streamlining), identify how can communication resources be used to improve volunteer time efficiency.	<ul style="list-style-type: none"> • Discuss with ASHRAE Staff, what processes have worked well with managing time & minimizing back & forth communications. • Create tools that eliminate redundancy & minimize volunteers listening to repeat information. • Examine if/how volunteer times are being tracked. For example, the CC's Reference Manual states that each member's time commitment is 5-10 hours per month. Is this accurate? If not, why? Do other committee's Reference Manuals outline time commitment expectations? • Discuss methods for enforcing time management during meetings (meeting start and end times). • Be an example and track committee member's time. Determine format to track time. • Determine methods for how ASHRAE and can better manage volunteer expectations with communication tools. 	None	Communications Committee. Daniel Bourque, Thursten Simonsen, Kinga Hydras, Nikos Giannitsanos	Survey to be sent to TC/SPC/GPC/standing committee members prior to the winter conference using questions and language posted to Basecamp.
2	In alignment with ASHRAE's Strategic Plan & Initiative #4 (Improve Chapter Engagement, Capacity, and Support), identify how communication resources be used to increase Chapter member recruitment and retention.	<ul style="list-style-type: none"> • Use CC's social media channels for promoting others. Determine if/how Society's social media channels (which have a greater reach) can join in on this effort. • Focus on finding processes that are already working well, rather than focusing on what's not working. Don't expect volunteers to "re-invent the wheel". • Support Chapter recruitment and retention by encouraging an environment of supporting others, rather than self-promotion. • Directly reach out to Chapters/members with successful processes & offer "kudos". Nominations & awards are nice but can be time-consuming processes that create competition & only highlight one entity. 	None	Communications Committee. Nikos Giannitsanos, Eleazar Rivera, Niss Feiner	<p>What is working well and what is not?</p> <p>Perhaps a short survey to chapter chairs, although the information can be collected in any way – for example, if you are already involved, you can ask or bring to the committee yourself.</p> <p>Eleazar can respond for Region 8 and 12 and Nikos for Region XIV.</p> <p>Use tools mentioned in MBO 3 to promote.</p>
3	Determine optimal methods for improving volunteer productivity, collaboration, and coordination in virtual, hybrid, and in-person formats.	<ul style="list-style-type: none"> • Determine what types of meeting formats are the most productive (i.e. regularly scheduled "do the work" meetings in lieu of one person working by themselves). • Determine best methods for collaborating & coordinating with ASHRAE members across global time zones. • Identify ways to encourage in-person attendance for different types of meetings. • Determine which type of meetings should be in-person only vs. virtual only so that overall meeting attendance & collaboration is optimized. 	None	Communications Committee. Anuj Gupta, Kinga Hydras, Niss Feiner	Anuj has looked into what works with some chapters, including the Pune Chapter. In-person/physical meetings are the main focus now. Meeting first and program second. Question is how to bring more people to the meeting(s): creatives

					<p>(using Canva) and follow up.</p> <p>Anuj to further discuss with Kinga and Niss.</p> <p>Regarding the video tools – Canva is also among the options (in addition to Loom, BoomBoom, Tella (Chrome Extension) etc.)</p>
4	Evaluate the success of Communications Committee's Office Hours & determine how to increase outreach.	<ul style="list-style-type: none"> Immediately following Annual Meeting (Toronto), create schedule & theme of Office Hours for upcoming Society Year. Determine if any committee resources need a dedicated Office Hours session to be scheduled. How can Office Hours be scheduled "by request" to better accommodate attendee's schedules & demands? Create booking system? Work with ASHRAE Staff to review how recordings are being promoted and study view count data. Set goal for increasing view count. 	None	<p>Communications Committee.</p> <p>Thursten Simonsen, Daniel Bourque</p>	<p>Next Office Hour will be in person in Atlanta.</p> <p>March / April – topic and presenter TBD in Atlanta May - ASHRAE 365, needs presenter</p>
5	Maintain committee resources (this should be an ongoing MBO for each Society Year).	<ul style="list-style-type: none"> Review committee's purpose/responsibilities & confirm committee resources are within scope. Ensure at least one committee member is a "subject matter expert" for each type of committee resource. Track committee's progress & revise existing committee resources with newly developed tools. Edit existing committee resources to eliminate outdated information. Committee resources include guideline documents, training workshops, social media/website templates, etc. 	None	<p>Communications Committee.</p> <p>Jessica Mangler, Daniel Bourque</p>	<p>Daniel has been reviewing items and will continue to do so with additional focus on Communications Committee items.</p> <p>Some updates have been identified as being needed in addition to how they are found. In progress.</p>
6	Improve Committee's Succession Planning.	<ul style="list-style-type: none"> What "big ideas" did we have but didn't implement? Create "future ideas/goals" list for future committee members. Identify ASHRAE members who are passionate about communication skills that may be nominated to committee in future. Encourage existing committee members to seek nominations for future committee members. Set quota? 	None	<p>Communications Committee.</p> <p>Anuj Gupta and Jessica Mangler</p>	<p>Appointment terms are posted to Basecamp. All committee members will look out for any potential future committee members while at the Winter Conference.</p>